

UTILITY PATENT APPLICATION

**“Method for Advertising Via the Internet”**

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# 1 "Method for Advertising Via the Internet"

## 3 Abstract

5 A method for producing and directing advertising messages, where the user self-selects an advertising image  
6 from a gallery of such images, for one side of a product, then supplies a personal message and mailing  
7 address for the other side of the product, and the producer (a service provider) employing this method then  
8 prints and mails the product to the indicated address.

10 The method enables three unrelated parties to cooperate in a disconnected yet mutually beneficial manner,  
11 where each receives significant value from their interaction with this method. A fourth party -- a service  
12 provider operating the invention that embodies this method -- interacts with each of the other three parties to  
13 coordinate providing the valuable service.

15 Advertisers receive the beneficial value of having their advertising messages combined with a message from a  
16 trusted party and then directed to a third party about which the advertiser had no foreknowledge. The users  
17 receive the beneficial value of having a portion or all of the costs associated with preparing and mailing a  
18 message product borne by a sponsor. The recipients of user messages receive the beneficial value of a  
19 desirable or useful message from a friend or a trusted professional.

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22 Assignee: eBoing, Inc. (Austin, Texas)

24 Current U.S. Class: 705/14; 705/1; 705/10; 705/26; 705/27

25 International Class: G06F 17/30; G06F 17/60

26 Field of Search: 705/1,10,14,26 707/102 709/217,219

## References Cited

U.S. Patent Documents

6,173,267 January 9, 2001 Cairns; Laurie

Method for product promotion

6,167,382 December 26, 2000 Sparks; Don R. et al

Design and production of print advertising and commercial display materials over the Internet

6,144,944 November 7, 2000 Kurtzman, II; Stephen J. et al

Computer system for efficiently selecting and providing information

6,076,069 June 13, 2000 Laor; Raviv

Method of and system for distributing and redeeming electronic coupons

6,061,660 May 9, 2000 Eggleston; York et al

System and method for incentive programs and award fulfillment

6,119,098 September 12, 2000 Guyot; Patrice D. et al

System and method for targeting and distributing advertisements over a distributed network

5,915,243 June 22, 1999 Smolen; Daniel T.

Method and apparatus for delivering consumer promotions

1 5,781,894 July 14, 1998 Petrecca; Anthony et al

2 Method and system for advertising on personal computers

3 [ Includes concept of allowing user to choose to activate and advertising system in return for compensation. ]

5 5,740,549 April 14, 1998 Reilly; James P.

6 Information and advertising distribution system and method

8 6,161,059 December 12, 2000 Tedesco; Daniel E. et al

9 Vending machine method and apparatus for encouraging participation in a marketing effort

12 **Related Application**

14 This application is a continuation of U.S. Provisional Patent Application Serial No. 60/193,942, filed March  
15 31, 2000, entitled "Method for Advertising via the Internet," having inventors David W. Sanborn and Robert  
16 E. Smoot III. The above-identified application is incorporated herein by reference in its entirety.